Abstract:
Users, experts and non-experts, increasingly make important life decisions through the use of user interfaces. In a number of studies, we identify and evaluate various ways in which human and algorithmic advice can be baked into user interface designs, allowing users to interact effectively with complex financial or health-related information. Building on prior research in HCI, social psychology and economics, we show how design can be a powerful means of supporting users as they make decisions.

Bio:
Oded Nov, IAS Distinguished Scholar 2020/2021, is a Professor of Technology Management at New York University Tandon School of Engineering. He received his B.A degree from Tel-Aviv University, his M.Sc. degree from the London School of Economics, and his Ph.D. from Cambridge University. Nov’s research focuses on social computing, human-computer interaction, and the future of expert work in healthcare. The U.S. National Science Foundation, including the NSF CAREER award, the National Academies Keck Initiative, the MacArthur Foundation, and Google, has funded his work.